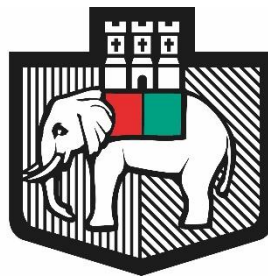


COVENTRY



GOLF CLUB

JOB TITLE	CLUB MANAGER
DEPARTMENT	EXECUTIVE MANAGEMENT
REPORTS TO	OPERATIONS DIRECTOR
DIRECTLY MANAGES	BAR MANAGER, HEAD CHEF, OFFICE, COURSE MANAGER & HEAD PROFESSIONAL
LOCATION	COVENTRY GOLF CLUB
HOURS OF WORK	45 HOURS PER WEEK INCLUDING WEEKENDS AND EVENINGS ON A DEMAND BASIS

Main Purpose of Job

Coventry Golf Club, established in 1887, set in roughly 140 acres of beautiful parkland at the heart of Shakespeare Country. It has an excellent reputation not only for its course, but also for its food, customer service and attention to detail for members and visitors.

As Club Manager you will seek to maintain and enhance this reputation driving a 'member focused' culture within the team, including professional greetings and interaction with members & their guests, to the highest standards.

To work with the Board to implement the strategy and direction to ensure excellent delivery of the highest quality of customer service to Members and Visitors. This would include proactive monitoring of the service delivery, bringing in best practice from the CMAE/GCMA and other network contacts in the industry with a heavy focus of balancing high quality service delivery with excellent financial controls and outcomes. You will play a key part in implementing the strategic objectives across the 5 operational pillars – Governance, Golf Course, Clubhouse, Catering & Pro-shop.

As the leader of the senior management team, you will build strong relationships with department heads reporting directly to the Operations Director.

Key Responsibilities

- Day-to-day responsibility for providing a first-class golfing experience for Members, guests and visitors and co-ordinating the diary and members access to the course and facilities.
- Manage the day to day running of the club and set the standards across the operation.
- To advise on, co-ordinate and administer the Club's policies as agreed by the Board.
- Optimise revenue opportunities in terms of both productivity and cost control.
- Be measured against KPI's relating to GF's yield, % tee-times for members, etc.
- Work with the Club Captains to help set and deliver the objectives and events for their year.
- To develop operating policies and procedures for admin, finances, health and safety and compliance.
- Develop and support the senior management team to deliver high service levels to members & guests.

- Report to the Board on a monthly basis and attend essential meetings.
- To monitor and raise the quality of the Club's products and services, to ensure maximum value of services to members and/or customers.
- Ensure staff are provided with necessary training and that annual appraisals are undertaken in a fair and timely manner.
- Build and Develop relationships with key stakeholders to include local Council, Warwickshire County Union, England Golf and the PGA.
- Maintain positive and productive relationships between the Club and its committees, golfers, guests, employees, community, government, and industry.

Role Description

MARKETING

- Optimise profitable revenue from all the clubs' resources and assets whilst respecting the aspect of a 'members club'.
- Make appropriate use of Social Media channels including ensuring that the Club's online presence is updated, used to good effect, complies with the highest ethical and safeguarding standards and that feedback is used appropriately.
- Develop and implement membership (golf, corporate and social) packages to attract new members and retain existing members.
- Develop and implement packages for green fees and golf societies to attract new visitors and encourage repeat visits.
- Organise members' golf events to generate additional income.
- Review and monitor the Golf Services provided by the Club Professional.
- Develop and implement, alongside the Head Chef & Bar Manager, food and beverage offerings that will increase Clubhouse footfall.
- Develop and implement, alongside the Head Chef & Bar Manager, packages for functions, meetings, parties etc. that attract non-members to the Club.

FINANCIAL MANAGEMENT

- Work with the Board and with external accountancy support in all matters relating to finance. Have specific responsibility for:
- Controlling all expenditure in accordance with approved budget revenue and expenditure profiles.
- Managing the contracts with Coventry Golf Club's suppliers.
- Maintaining a contracts diary and performing contract reviews periodically in advance of renewal dates.
- The security of all cash and other receipts and the banking thereof.
- Ensure that adequate financial controls are in place and adhered to protect the Club's assets and measurement of assets/liabilities.
- Advise on, implement, and monitor the Club's budget as agreed by the Board. As required propose remedial actions to ensure budget attainment and ideas for how to overachieve targets.

CLUBHOUSE AND PREMISES

- Oversee the condition of the Clubhouse and Premises to ensure that they are kept in a satisfactory condition and comply with the Lease.
- Ensure the Club adheres to necessary fire, health, and safety regulations, ensuring that the Club's Health and Safety Policy is maintained and implemented. Additionally, ensure that documentation and records are kept in accordance with the current legislation
- Ensure that the kitchen meets necessary hygiene standards.
- Keep the Club's insurance cover under review, ensuring that assets are properly protected, and potential liabilities quickly foreseen and planned for.
- Work with the Board to identify areas that may require refurbishment and produce proposals for review.
- Ensure that the Club's Licenses are maintained and complied with.
- Oversee and delegate to the Head Chef & Bar Manager the monthly bar and catering stocktaking and implement any corrective actions needed to minimise losses.
- Oversee and delegate to the Head Chef & Bar Manager the review of prices to ensure gross profit margins are maintained at competitive rates and in accordance with policies laid down by the Board.

GOLF SERVICES

- Monitor and report to the Board on the performance of the golf services against the targets/standards agreed with the Head Professional and performance against their SLA with the Club.
- Monitor the management of buggies, trolley shed and Club storage.
- Monitor and ensure the collection and management of green fees and management of golf societies.
- Manage all competitions for members, societies and inter Club matches being played at Coventry Golf Club.
- Work with the Club Captains on all aspects of their year with a focus on golf, social and charitable activities.

GOVERNANCE AND ADMINISTRATION

- Ensure compliance with levels of delegated authority, bank mandates and that the club meets its obligations to HMRC and other statutory bodies.
- Prepare for, and attend, all board meetings
- Prepare necessary reports and ensure that minutes are prepared and circulated within one week of the meeting for approval by the Board.
- Organise, with appropriate notices, the Club's AGM, and any EGM again ensuring circulation of agendas and papers in accordance with Club policies and recording of minutes.
- Maintain good relationships with the Club's sponsors, neighbours, local organisations, and local community leaders.
- Seek legal advice from the Club's own legal experts and resources and be the guide on disciplinary processes.

- Ensure that the Club has in place, and adheres to, adequate child protection procedures working alongside the Club's Welfare Officers.
- Ensure that the Club's Human Resource systems meet current requirements and are complied with utilising the contracted HR advisors.
- Be the Club's lead on data and systems security especially with respect to GDPR.

This job description is not all inclusive and is intended as an outline of the responsibilities and requirements of the role. The role and duties will evolve as the development expands and other duties may be required to meet the on-going needs of the company.

Requirements for the Role:

- The candidate needs to be dynamic, up-for-learning, open to creativity and see Coventry Golf Club as a key pathway in their career development. The Club is not seeking "status quo" managers but those who will question, challenge and innovate at a time when there are so many pressures on golf clubs.
- The ideal candidate must have similar experience within the golfing industry and have relevant management experience, financial and commercial acumen with demonstrable credentials.
- This is a 'hands on' role which demands strong management, commercial and practical skills.
- Familiarity with golf club and financial management systems such as Xero and standard MS products.
- Passion for delivering exceptional customer service and passion for the game of golf.
- Meticulous eye for detail and exceptional planning and organisation skills
- Excellent communication, influencing and interpersonal skills with a confident and outgoing personality and an ability to interact with people at all levels.
- Able to lead and train the staff with a positive "can do" attitude.
- Ability to multitask and work in a busy, fast paced and dynamic environment.
- Ability to take initiative and a practical approach to problem solving.
- Immaculate personal presentation and excellent interpersonal skills, acting regularly as the face of the Club.
- Positive and flexible approach to work and role scope (weekend, evening and night-time work will be required)